MARKET INFO: SOUTH KOREA

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AGENDA

1. ABOUT KOREA
2. MARKET DATA
3. MARKET DEMAND
4. BUSINESS CULTURE
5. UPCOMING EVENTS IN 2020
1. ABOUT KOREA – BASIC FACTS

**CAPITAL**

Seoul
Population: approx. 10 million
*capital area 25mil.

**NEIGHBOURING COUNTRIES**

China, Japan, North Korea

**CURRENCY**

Korean Won (KRW)
1 EUR = 1,260 KRW
(as of Dec 4, 2018)

**BUSINESS LANGUAGES**

Korean, English

**Multi-party democracy**

51 million

Population

Sources: Invest Korea
1. ABOUT KOREA
– KOREAN TRAVEL TO FINLAND

Key points

- Stable growth of overnight stays
  - Visitors doubled since 2014, but 2019 forecast gloomy
- Finland (and whole Nordics) considered mainly as summer destination
  - Long-distance travel considerably lower in winter season, affects whole Europe
- Finland is leading the Nordics in winter season overnights, but 2nd year-round (Norway 1st)
- Finland as a destination is often combined with other Nordics, or Russia
- Traveler profiles:
  - 54% FIT, 27% Business, 15% Groups

Busan-Helsinki direct route by Finnair to be operated 3 times a week, launching March 2020
1. ABOUT KOREA – KOREANS IN FINLAND

Number of Korean students in Finland is smoothly growing from 2011. Number of residence permit applications for studying, working, and living in Finland keep over 550 every year.

<table>
<thead>
<tr>
<th>Year</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korean University Students in Finland</td>
<td>87</td>
<td>113</td>
<td>128</td>
<td>137</td>
<td>146</td>
<td>169</td>
<td>173</td>
<td>683</td>
</tr>
<tr>
<td>Residence permit for Korean</td>
<td>585</td>
<td>667</td>
<td>609</td>
<td>476</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Korean University Students in Finland

Residence permit applications for studying, working, and living in Finland keep over 550 every year.
1. ABOUT KOREA – PRESIDENTIAL VISIT FOR MOU 2019

1. AIR SERVICES AGREEMENT
2. COOPERATION IN THE FIELDS OF SMEs, START-UPS AND INNOVATION
3. STRENGTHENING COOPERATION ON ENERGY
4. COOPERATION IN THE FIELD OF GENDER EQUALITY

Other contracts signed during the visit:

1. Joint Response to the Digital Economy and the Fourth Industrial Revolution – by Ministry of Economic Affairs and Employment of Finland the Ministry of Science and ICT of ROK
4. Memorandum of Understanding on Flight Connections – by The Aeronautical authorities of Finland and ROK

Minister of Education Korea visit Helsinki

- Discussion on Social Policy and Educational Cooperation, Visit the Innovation Field of Higher Education and MOU
- Meet: Tarja Halonen (Previous President of Finland) and Li Andersson (OPH)
- Visit : Aalto University, Omnia Vocational school

https://tv.naverm.com/v/8699711
1. ABOUT KOREA – Education System

EDUCATION SYSTEM IN FINLAND

8. Doctoral degrees
Licentiate degrees
Universities

7. Master’s degrees
Universities

6. Bachelor’s degrees
Universities of Applied Sciences

5. Specialist vocational qualifications

4. Matriculation examination
General upper secondary education

Voluntary additional year of basic education

3. Basic education leaving certificate
Basic education

2. Pre-primary education
Early childhood education and care

Finnish national qualifications framework levels

www.oph.fi
1. ABOUT KOREA – Top 5 World Best Education Systems

<table>
<thead>
<tr>
<th>Year</th>
<th>Country 1</th>
<th>Country 2</th>
<th>Country 3</th>
<th>Country 4</th>
<th>Country 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Finland</td>
<td>Japan</td>
<td>South Korea</td>
<td>Denmark</td>
<td>Russia</td>
</tr>
<tr>
<td>2018</td>
<td>South Korea</td>
<td>Finland</td>
<td>Norway</td>
<td>Russia</td>
<td>Hong Kong</td>
</tr>
<tr>
<td>2019. Q1</td>
<td>Finland</td>
<td>Russia</td>
<td>South Korea</td>
<td>Japan</td>
<td>Norway</td>
</tr>
</tbody>
</table>

EDUCATION DATA REFERENCES & SOURCES
- School Life Expectancy
- Government Investment In Education
- School Safe Level – Combines Government funding for Education, School Attendance Rates, In-School Violence (Bullying, Student and Teacher Assaults), Children Living in Conflict Zones, and Youth Gang Culture
- Education Outcomes: The Nation’s School System Performance

ECONOMIC DATA REFERENCES & SOURCES
- National Debt
- Gross Domestic Product (GDP)
- Country Top Trade Partner

SOCIAL DATA REFERENCES & SOURCES
- Access to Electricity
- Access to Clean Water
- Access to Internet the percentage of the country
1. ABOUT KOREA – PISA Results

![Graph showing trends in PISA scores: OECD Average & Korea](image)

**Trends in PISA Scores: OECD Average & Korea**

<table>
<thead>
<tr>
<th>Year</th>
<th>Reading (Korea)</th>
<th>Mathematics (Korea)</th>
<th>Science (Korea)</th>
<th>OECD Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>539 (1-2nd)</td>
<td>536 (1-2nd)</td>
<td>539 (1-2nd)</td>
<td>531 (5-8th)</td>
</tr>
<tr>
<td>2012</td>
<td>517 (3-8th)</td>
<td>493 (1-3rd)</td>
<td>517 (3-8th)</td>
<td>517 (5-8th)</td>
</tr>
<tr>
<td>2015</td>
<td>516 (5-8th)</td>
<td>517 (3-8th)</td>
<td>516 (5-8th)</td>
<td>516 (5-8th)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject</th>
<th>Average</th>
<th>Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mathematics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Science</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PISA 2015 International Comparison on Each Subject for All Partners**

<table>
<thead>
<tr>
<th>Country</th>
<th>Mathematics Average</th>
<th>Mathematics Ranking</th>
<th>Reading Average</th>
<th>Reading Ranking</th>
<th>Science Average</th>
<th>Science Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Singapore*</td>
<td>564</td>
<td>1</td>
<td>535</td>
<td>1</td>
<td>556</td>
<td>1</td>
</tr>
<tr>
<td>Hong Kong-China*</td>
<td>548</td>
<td>2-3</td>
<td>527</td>
<td>2-5</td>
<td>538</td>
<td>2-3</td>
</tr>
<tr>
<td>Macao-China*</td>
<td>544</td>
<td>2-4</td>
<td>527</td>
<td>2-4</td>
<td>534</td>
<td>2-4</td>
</tr>
<tr>
<td>Taiwan*</td>
<td>542</td>
<td>2-4</td>
<td>526</td>
<td>2-5</td>
<td>532</td>
<td>2-7</td>
</tr>
<tr>
<td>Japan</td>
<td>532</td>
<td>5-6</td>
<td>521</td>
<td>4-8</td>
<td>631</td>
<td>3-7</td>
</tr>
<tr>
<td>Shanghai-China*</td>
<td>531</td>
<td>4-7</td>
<td>519</td>
<td>5-8</td>
<td>529</td>
<td>5-8</td>
</tr>
<tr>
<td>Korea</td>
<td>524</td>
<td>6-9</td>
<td>517</td>
<td>4-9</td>
<td>528</td>
<td>5-9</td>
</tr>
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<td>Switzerland</td>
<td>521</td>
<td>7-10</td>
<td>516</td>
<td>5-10</td>
<td>525</td>
<td>4-10</td>
</tr>
<tr>
<td>Estonia</td>
<td>520</td>
<td>7-10</td>
<td>513</td>
<td>7-11</td>
<td>523</td>
<td>7-10</td>
</tr>
<tr>
<td>Canada</td>
<td>516</td>
<td>8-12</td>
<td>509</td>
<td>9-14</td>
<td>518</td>
<td>8-16</td>
</tr>
<tr>
<td>Netherlands</td>
<td>512</td>
<td>10-14</td>
<td>509</td>
<td>8-15</td>
<td>516</td>
<td>9-14</td>
</tr>
<tr>
<td>Denmark</td>
<td>511</td>
<td>10-15</td>
<td>509</td>
<td>10-13</td>
<td>513</td>
<td>10-15</td>
</tr>
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<td>Finland</td>
<td>511</td>
<td>10-15</td>
<td>506</td>
<td>10-17</td>
<td>513</td>
<td>11-15</td>
</tr>
<tr>
<td>Slovenia</td>
<td>510</td>
<td>11-15</td>
<td>505</td>
<td>12-17</td>
<td>510</td>
<td>12-17</td>
</tr>
<tr>
<td>Belgium</td>
<td>507</td>
<td>12-18</td>
<td>503</td>
<td>12-21</td>
<td>509</td>
<td>12-19</td>
</tr>
</tbody>
</table>

**Average OECD**

- Mathematics: 490
- Reading: 493
- Science: 493

**Note:** The rankings are among OECD countries.

**Source:** PISA 2015 press release

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**Note:**
1. * is partner countries (non-OECD countries)
2. PISA score is scaled to have an average of 500 and a standard deviation of 100
3. From PISA 2006, a range of rank for each country is provided at the 90% confidence level
4. The OECD average is an average of 35 OECD countries
1. ABOUT KOREA – School Day & Vacation Season

<table>
<thead>
<tr>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Vacation</td>
<td>Spr</td>
<td>1st (New) Semester</td>
<td>Summe</td>
<td>2nd Semester</td>
<td>Winter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Winter Vacation: 1.5 month, End of December – Early Feb
- Spring Vacation: Around 10-15 Days in February
- Summer Vacation: 1 month, Mid/End of July – Mid/End of August

- Depending on Schools, Winter vacation and Spring vacation can be combined or separated.
- 5-20 days for ‘Field trip Study Experience’ can be accepted by region and schools. Application and Report needed.

KOREA NATIONAL HOLIDAYS 2020

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar.1.Sun</td>
<td>Independence Movement day</td>
<td>June.6.Sat</td>
<td>Memorial Day</td>
<td>Oct.9</td>
<td>Hangeul Proclamation Day</td>
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<tr>
<td>April.30.Thur</td>
<td>Buddha's Day</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

BUSINESS
FINLAND

10
## 2. MARKET DATA – Basic Numbers

<table>
<thead>
<tr>
<th>Classification</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>18,659</td>
<td>19,167</td>
<td>19,850</td>
<td>20,835</td>
<td>20,938</td>
<td>20,967</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>8,494</td>
<td>8,275</td>
<td>8,388</td>
<td>8,987</td>
<td>9,029</td>
<td>9,021</td>
</tr>
<tr>
<td>Elementary School</td>
<td>5,267</td>
<td>5,646</td>
<td>5,854</td>
<td>6,001</td>
<td>6,040</td>
<td>6,064</td>
</tr>
<tr>
<td>Middle School</td>
<td>2,731</td>
<td>2,935</td>
<td>3,130</td>
<td>3,209</td>
<td>3,213</td>
<td>3,214</td>
</tr>
<tr>
<td>High School</td>
<td>1,957</td>
<td>2,095</td>
<td>2,253</td>
<td>2,353</td>
<td>2,360</td>
<td>2,368</td>
</tr>
<tr>
<td>Special School</td>
<td>129</td>
<td>142</td>
<td>150</td>
<td>170</td>
<td>173</td>
<td>175</td>
</tr>
<tr>
<td>AntiCore Middle / High School</td>
<td>40</td>
<td>39</td>
<td>40</td>
<td>62</td>
<td>62</td>
<td>65</td>
</tr>
<tr>
<td>Others</td>
<td>41</td>
<td>35</td>
<td>35</td>
<td>53</td>
<td>61</td>
<td>70</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Classification</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>8,549,865</td>
<td>8,384,506</td>
<td>7,822,882</td>
<td>7,635,784</td>
<td>6,408,629</td>
<td>6,309,723</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>545,263</td>
<td>541,603</td>
<td>538,587</td>
<td>704,138</td>
<td>694,631</td>
<td>675,968</td>
</tr>
<tr>
<td>Elementary School</td>
<td>4,019,991</td>
<td>4,022,801</td>
<td>3,299,034</td>
<td>2,672,843</td>
<td>2,674,227</td>
<td>2,711,385</td>
</tr>
<tr>
<td>Middle School</td>
<td>1,860,539</td>
<td>2,010,704</td>
<td>1,974,798</td>
<td>1,457,490</td>
<td>1,381,334</td>
<td>1,334,288</td>
</tr>
<tr>
<td>High School</td>
<td>2,071,488</td>
<td>1,762,806</td>
<td>1,962,365</td>
<td>1,752,467</td>
<td>1,669,690</td>
<td>1,588,576</td>
</tr>
<tr>
<td>Special School</td>
<td>23,605</td>
<td>23,506</td>
<td>23,688</td>
<td>25,502</td>
<td>25,670</td>
<td>25,800</td>
</tr>
<tr>
<td>AntiCore Middle / High School</td>
<td>13,998</td>
<td>13,065</td>
<td>15,219</td>
<td>14,237</td>
<td>14,348</td>
<td>14,357</td>
</tr>
<tr>
<td>Others</td>
<td>15,001</td>
<td>9,851</td>
<td>8,970</td>
<td>9,117</td>
<td>8,720</td>
<td>9,250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Classification</th>
<th>2000</th>
<th>2005</th>
<th>2010</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>370,245</td>
<td>417,710</td>
<td>455,907</td>
<td>491,152</td>
<td>492,187</td>
<td>496,263</td>
</tr>
<tr>
<td>Kindergarten</td>
<td>28,012</td>
<td>31,033</td>
<td>36,461</td>
<td>52,923</td>
<td>53,808</td>
<td>54,892</td>
</tr>
<tr>
<td>Elementary School</td>
<td>140,000</td>
<td>160,143</td>
<td>176,754</td>
<td>183,452</td>
<td>184,358</td>
<td>186,684</td>
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<tr>
<td>Middle School</td>
<td>92,589</td>
<td>103,835</td>
<td>108,781</td>
<td>109,525</td>
<td>109,130</td>
<td>109,906</td>
</tr>
<tr>
<td>High School</td>
<td>104,361</td>
<td>116,411</td>
<td>126,423</td>
<td>135,427</td>
<td>134,754</td>
<td>134,227</td>
</tr>
<tr>
<td>Special School</td>
<td>4,556</td>
<td>5,724</td>
<td>6,957</td>
<td>8,720</td>
<td>8,943</td>
<td>9,250</td>
</tr>
<tr>
<td>AntiCore Middle / High School</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Others</td>
<td>738</td>
<td>564</td>
<td>631</td>
<td>1,105</td>
<td>1,194</td>
<td>1,304</td>
</tr>
</tbody>
</table>
The Ministry of Education finalized and announced its budget for 2020, 77 trillion won.

The new budget plan is designed to:
1. Expand investment in public education
2. Enhance vitality of vocational high schools
3. Secure finances for higher education
4. Innovate future-oriented education space and environment
5. Strengthen accessibility for lifelong Learning
2. MARKET DATA - Private Education Market

Total Private Education Market Size: 19.4852 Trillion won in 2018

19,485,200,000,000 KRW  14,988,615,384.62 EURO
(Average Currency exchange rate: 1,300 KRW = 1 EURO)

RATIO BY SUBJECT

- English: 12% (2.1 trillion won)
- Mathematics: 5% (900 billion won)
- Korean: 10% (1.6 trillion won)
- Music: 8% (1.4 trillion won)
- Art: 5% (1.4 trillion won)
- Physical Edu: 33% (5.7 trillion won)

Annual Private Education Cost by Korea Statistics

'18, KOSIS (Statistics office - primary, middle and high school education expenses survey)
Most of parents disagree with the government’s statistics on Average Cost of Private Education. Reasons: Excluding private education cost for early education, After school classes, private tutoring, textbooks, Student living cost, Students camp in abroad.

Example of Nursery Cost (0-5 age)

Example of Annual Cost per 1 child from Kindergarten to High school

http://info.childcare.go.kr/info/pnis/search/preview/ChildCareCostSlPu.jsp?flag=BB&STCODE_POP=42720000043
3. MARKET DEMAND — KEY WORDS

- # Playful Learning
- # STEAM
- # Phenomenon Based Learning
- # High English skills
- # Entrepreneurship mind-set
- # CREATIVITY
- # START UP
- # Global Citizen Attitude
- # Learner oriented teaching and environment
- # Nordic History & Fairy Tales
- # SANTA
- # Sustainable
- # Clean Nature
- # Clean Air
- # BEST EDUCATION
- # Lowest Micro dust
- # Lack of Detail Information
- # Too cold
- # Not many of Tour attractions
- # Swedish Latepapa
- # Waldorf education of Germany
- # Waldorf school in Korea
- # ESL oriented schooling camp

English Proficiency

<table>
<thead>
<tr>
<th>Moderate</th>
<th>Very High</th>
</tr>
</thead>
</table>

EF PI score (English Proficiency Index)

| 56.27 | 65.86 |

The EF Standard English Test (EFSET) is a free online standardized test of the English language designed for non-native English speakers. The EFPI eighth edition was calculated using test data from 1.3 million test takers in 2017.

Resource: EFPI (English Proficiency Index)
# 3. MARKET DEMAND – For Adult

## Teacher and Educator
- Group size : 6 - 20
- On/Off line Training Program
- Short visit program
- All Korean school teachers should take certain amount of lectures and trainings every year. (by authorized education companies)

## Public and Policy visit
- Group size : 6 - 20
- Biddings from Travel agencies or Order from the organization
- Policy visit tends to increase prior to parliamentary elections every 4 years and reorganization.

## Curriculum Business
- Finnish way of English learning & teaching (Same language root among Nordics)
- Finnish curriculum licensing
- Turn-key project for International school as a long term
## 3. MARKET DEMAND – For Students

### Service for Study in Finland
- Service for teenagers and university students (Searching proper school, helping application and beginning of settle down, Diploma and Certification)
- Pre-Living experience and Homestay before moving to Finland
- Sister Schools
- Working Holiday (Not Yet)

### Schooling Camp
- 2 wk – 8 wk In School vacation time
- To Learning English in English Native countries → Diverse culture experience, learning global social skills with local friends in English in European countries.
- Good example: Happy learning of Otokumpu campus with 3 reasons; ready-made interactive product, nation diversities of participant student, and good curriculum.

### Student Edu-Tour
- 7-20 days in Europe
- Should have main theme such as STEAM, University Tour in World ranking and sightseeing, Global Citizen, Entrepreneurship, Creativity, etc)
- Self made report or photo book
GLS in Berlin and UhakCube do screening applications and planning for students who want to enter university. 

**01 Location of School:** Central Berlin

**02 PROGRAMS AVAILABLE**
- General German Language course
- German College Passway
- Junior summer camp (for the 2019 Summer Camp)

**03 Estimated cost for 12 weeks**
- Tuition fee: €3,120
- Accommodation: €2,520
  - (Home stay/Single room/You can eat without meals)
- Total cost for 12 weeks: KRW 7.2 million

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**Example: Agency service for Student studying abroad**

**Example: Global Citizen Tour**
- **Date:** Nov.25-Dec.1 2019
- **3 000 000 KRW**
- **15 students (12-14 age)**
- **Oivanki Youth Center in Kuusamo, Craft workshop of Kierratyskeskus recycling Center, Meet Finnish friends in a school, Finnish Traditional sauna, Santa village**
Target: 11 – 16 Age
Included: Regular class/ESL tuition, homestay fees, Admission and transportation costs for Half & Full Day Excursion, European Culture Tour (Germany, Netherlands, Belgium, France); Certificate of Completion, Local Airport Pick-up & Sanding, Traveler Insurance, etc.

Example: ESL in England & European Culture Tour Camp

School: Hotel School in Lucerne, Switzerland BHMS
Implementation period: 10 days (July & August 19)
Applicable age & qualification: 17 years old or older (requires English ability to communicate)
Cost: Subsequent announcements (approximately 2.3 million won as of 2018)
Included: tuition and materials / room and board / seminar and workshop expenses / travel / certificate of completion

Example: Be a Hotelier for 10 Days in Switzerland

School: Hotel School in Lucerne, Switzerland BHMS
Implementation period: 10 days (July & August 19)
Applicable age & qualification: 17 years old or older (requires English ability to communicate)
Cost: Subsequent announcements (approximately 2.3 million won as of 2018)
Included: tuition and materials / room and board / seminar and workshop expenses / travel / certificate of completion
Example: Eastern Ivy League and Metropolitan Student Tours (9 days)

- Selling price: 3,419,900 KRW
- Group size: 10 – 18 (minimum 10)
- Date: Dec.25. - Jan.2 Arrival to ICN
- Visiting six prestigious history schools in the east and holding three student tours: Harvard, Yale, and MIT
- Intensive tour of Manhattan, New York
- Statue of Liberty Ferry tour: Visitors can see the Statue nearby
- Empire State Building Observatory: Visitors can enjoy the panoramic views of New York, including the Empire State Building Observatory.
- Niagara Tourism
- Shopping at Woodbury Outlet
- Student tour with University students (local, KR): Walk around campus with undergraduates or postgraduate students, get guidance from every corner of the school, and listen to explanations about your motivation for admission and preparation for studying abroad. We have a short Q&A session [Total time from 1 hour to 1 hour and 30 minutes]
  ※ For Yale, it may be a local American student campus tour. The guide will perform a simple interpretation, and the admission process description and Q&A time will be omitted.

4. Korea Business Culture and manner

**Confucian Roots**
- Even modern Korean society is influenced by the Confucian philosophy
- Hierarchical society – age, ranks, job titles
- Importance of building personal relationships and network - No cold-calls, meetings through 3rd party acquaintances
- Strict manners and etiquette

**Dynamic and fast-moving business culture – keywords:**
- Straightforward
- Proceeding Fast “Balli Balli Culture” Prompt responses & follow-up expected
- Details are important
- Trust is the Key
- Long-term Partnership (Exclusivity)
- Price sensitive
4. Korea Business Culture and manner

**Basic Manners**
- Bowing slightly
- Addressing with proper professional titles when possible
- Know the hierarchical order
- Handshake with men, bow with females
- Giving and receiving with two hands

**Business Cards**
- Representation of the person - Must have!
- Exchanged as the first greeting, examine thoroughly
- Use two hands and treat with care
- Placed on table during meeting, not pocket

**Business Attire**
- More formal than western countries in general
  - **Males**: Dark-colored suits are the norm (tie optional), juniors dress more formal
  - **Females**: Sleeveless tops, short skirts, and low necklines should be avoided

- **Business Gifts**
  - Not a must, but common and considered a good manner
  - Modest value (esp. Media, public organizations)
  - Especially gifts from Finland recommended
  - Given at the end of the meeting to person of highest rank

- **Business Meetings**
  - Make appointments well in advance
  - Punctuality
  - Don’t expect decisions to be made during meetings
  - Facts and figures appreciated

- **Language**
  - English speaking level generally average
  - Often junior employees do the translating for senior executives
  - Talk simple, short, and slow to be clear
  - Counter-part might not show it if they didn’t understand

- **Hospitality**
  - Offering lunch or dinner with drinks to foreign partners is considered good manners
  - Avoid small-talk about sensitive topics (politics, religion, historical issue)
  - Don’t be surprised by highly personal questions (age, family, hometown)

Sources: Enterprise Ireland
<table>
<thead>
<tr>
<th>Period</th>
<th>Name(Eng):</th>
<th>City:</th>
<th>Website:</th>
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<tbody>
<tr>
<td>2020. Spring</td>
<td>EDU &amp; EDU-TRAVEL Workshop</td>
<td>Seoul</td>
<td>By Business Finland/Visit Finland</td>
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<tr>
<td>2020. Summer</td>
<td>Travel Exhibition</td>
<td>Seoul</td>
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<tr>
<td>2020.07.09-12</td>
<td>Educare (Early education)</td>
<td>Seoul</td>
<td><a href="http://educare.co.kr/">http://educare.co.kr/</a></td>
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<tr>
<td>2020. Mid-September</td>
<td>MOIMOI Travel Workshop in Asia (Seoul, Taipei, Tokyo)</td>
<td>Seoul</td>
<td>By Business Finland/Visit Finland</td>
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<td>2021.Mid Jan</td>
<td>EDUTEC KOREA &amp; EDUCON 2021</td>
<td>Seoul</td>
<td></td>
</tr>
</tbody>
</table>

Business Finland/Visit Finland: B2B Discussion
CCE Finland (Council for Creative Education): Student camp and Training for professionals
Naava: Smart wall for Schools, Public organizations and companies
HEI schools: Finnish Early education program
WCF(Wise Consulting Finland oy): Finnish Education and International School with a sample case
KIITOS
THANK YOU